

# ORDER



**Orders**  
**Order / Rev:** 183999  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 1549 Sked C  
**Flight Dates:** 08/04/12 - 08/17/12  
**Original Date / Rev:** 08/03/12 / 08/03/12  
**Order Type:** GENERAL

**KMGH**

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** P2  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	124	\$96,725.00	\$82,216.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	124	\$96,725.00	\$82,216.25	0.00
<b>Totals</b>	<b>124</b>	<b>\$96,725.00</b>	<b>\$82,216.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	08/04/12	08/17/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	MTWTF--	:30	5	\$700.00	P2	0.00	NM	9	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	MTWTF--		5				\$700.00		0.00			
		Week: 08/11/12	08/17/12	MTWTF--		4				\$700.00		0.00			
2	KMGH	08/05/12	08/12/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$200.00	P2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-----S		1				\$200.00		0.00			
		Week: 08/11/12	08/17/12	-----S		1				\$200.00		0.00			
3	KMGH	08/05/12	08/12/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-----S		1				\$300.00		0.00			
		Week: 08/11/12	08/17/12	-----S		1				\$300.00		0.00			
4	KMGH	08/04/12	08/17/12	Inside Edition 9A Inside Edition 9A	CA	9A-930A	MTWTF--	:30	5	\$350.00	P2	0.00	NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	MTWTF--		5				\$350.00		0.00			
		Week: 08/11/12	08/17/12	MTWTF--		4				\$350.00		0.00			
5	KMGH	08/04/12	08/17/12	Millionaire 930A Millionaire	CA	930A-10A	MTWTF--	:30	5	\$350.00	P2	0.00	NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	MTWTF--		5				\$350.00		0.00			
		Week: 08/11/12	08/17/12	MTWTF--		4				\$350.00		0.00			

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 Flight Dates: 08/04/12 - 08/17/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 1549 Sked C  
**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
6	KMGH	08/04/12	08/17/12	The View THE VIEW	CA	10A-11A MTWTF--	:30	5	\$550.00	P3	0.00 NM	9	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$550.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$550.00			0.00		
7	KMGH	08/04/12	08/17/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P MTWTF--	:30	5	\$450.00	P2	0.00 NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$450.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$450.00			0.00		
8	KMGH	08/05/12	08/12/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$550.00	P1	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	-----S		1		\$550.00			0.00		
		Week: 08/11/12	08/17/12	-----S		1		\$550.00			0.00		
9	KMGH	08/04/12	08/17/12	Inside Edition 330P Inside Edition 330P	CA	330P-4P MTWTF--	:30	5	\$300.00	P3	0.00 NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$300.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$300.00			0.00		
10	KMGH	08/04/12	08/17/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P MTWTF--	:30	5	\$450.00	P2	0.00 NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$450.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$450.00			0.00		
11	KMGH	08/04/12	08/17/12	7News at 3PM / KMGH 7News at 3PM	CA	3P-330P MTWTF--	:30	5	\$400.00	P3	0.00 NM	9	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$400.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$400.00			0.00		
12	KMGH	08/04/12	08/17/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P MTWTF--	:30	5	\$800.00	P3	0.00 NM	9	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$800.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$800.00			0.00		
13	KMGH	08/04/12	08/11/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	1	\$450.00	P2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	-----S-		1		\$450.00			0.00		
		Week: 08/11/12	08/17/12	-----S-		1		\$450.00			0.00		
14	KMGH	08/05/12	08/12/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$600.00	P2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	-----S		1		\$600.00			0.00		
		Week: 08/11/12	08/17/12	-----S		1		\$600.00			0.00		
15	KMGH	08/04/12	08/17/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P MTWTF--	:30	5	\$1,700.00	P3	0.00 NM	9	\$15,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$1,700.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$1,700.00			0.00		
16	KMGH	08/04/12	08/17/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P MTWTF--	:30	5	\$1,600.00	P3	0.00 NM	9	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	MTWTF--		5		\$1,600.00			0.00		
		Week: 08/11/12	08/17/12	MTWTF--		4		\$1,600.00			0.00		
17	KMGH	08/04/12	08/11/12	Jeopardy (6p Saturday) Jeopardy (6-630p Saturday)	CA	6P-630P -----S-	:30	1	\$650.00	P2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 08/04/12	08/10/12	-----S-		1		\$650.00			0.00		
		Week: 08/11/12	08/17/12	-----S-		1		\$650.00			0.00		

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	KMGH	08/04/12	08/11/12	Wheel of Fortune SAT (630-7p) Wheel of Fortune SAT (630-7p)	CA	630P-7P -----S-	:30	1	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-----S-		1			\$600.00		0.00			
		Week: 08/11/12	08/17/12	-----S-		1			\$600.00		0.00			
19	KMGH	08/05/12	08/05/12	ABC Sun A ABC Sun A	CA	6P-7P -----S	:30	1	\$2,200.00	P3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-----S		1			\$2,200.00		0.00			
20	KMGH	08/06/12	08/06/12	ABC Mon B Mon B	CA	7P-9P M-----	:30	1	\$7,000.00	P2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	M-----		1			\$7,000.00		0.00			
21	KMGH	08/07/12	08/07/12	ABC Tue B Trust Us With Your Life	CA	8P-9P -T-----	:30	1	\$2,200.00	P3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-T-----		1			\$2,200.00		0.00			
22	KMGH	08/12/12	08/12/12	ABC Sun C Extreme Makeover: Weight Los:	CA	8P-10P -----S	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	-----S		1			\$2,500.00		0.00			
23	KMGH	08/04/12	08/17/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	3	\$1,600.00	P2	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	MTWTF-S		3			\$1,600.00		0.00			
		Week: 08/11/12	08/17/12	MTWTF-S		1			\$1,600.00		0.00			
N24	KMGH	08/05/12	08/05/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A -----S	:30	1	\$75.00	P1	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-----S		1			\$75.00		0.00			
N25	KMGH	08/11/12	08/11/12	SAT 4pm SAT 4P	CA	4p-430p -----S-	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	-----S-		1			\$200.00		0.00			
N26	KMGH	08/05/12	08/05/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/12	08/10/12	-----S		1			\$600.00		0.00			
												Totals	124	\$96,725.00